

REDEVELOPMENT

NORTH MARIETTA



The Marietta Square is the government seat and a center of business, entertainment, and in-town leisure for the city of Marietta. The square and blocks directly preceding it are well developed and have a unique small town southern feel. However, moving only a few blocks further from the square exists a more demolished belt. This belt consists of run down subsidized housing, suburban style fast-food restaurants, and corporate stores that sit in oceans of asphalt parking. Directly west of these corporate cookie cutters is the 120 loop, a five lane boundary of high speed automobiles that separates the square from a well established residential district. Our goal is to re-plain this “asphalt district” west of the square, using both characteristics of the square and the historic residential district. Each current tenant will be accessed and new needs and uses for this area will be identified resulting in a new mixed use suggestion for each parcel that will maximize its usability and reclaim a pedestrian scale to the area

REDEVELOPMENT

HIGH DENSITY TRAFFIC



REDEVELOPMENT

HIGH DENSITY TRAFFIC



REDEVELOPMENT

**HIGH DENSITY
TRAFFIC**

**MEDIUM DENSITY
TRAFFIC**



REDEVELOPMENT

 **RAILROAD**



REDEVELOPMENT

 **RAILROAD**



REDEVELOPMENT

GREEN SPACE



REDEVELOPMENT

GREEN SPACE



REDEVELOPMENT

 **HIGH DENSITY TRAFFIC**

 **MEDIUM DENSITY TRAFFIC**

 **SITE OF REDEVELOPMENT**

 **RAILROAD**

 **GREEN SPACE**



REDEVELOPMENT

INTERSECTION: 1

**South Marietta pkwy
Powder Springs RD**

- 1. Cemetary**
- 2. Drainage Pond**
- 3. Trail**
- 4. Parcel / Day Workers**
- 5. CVS**



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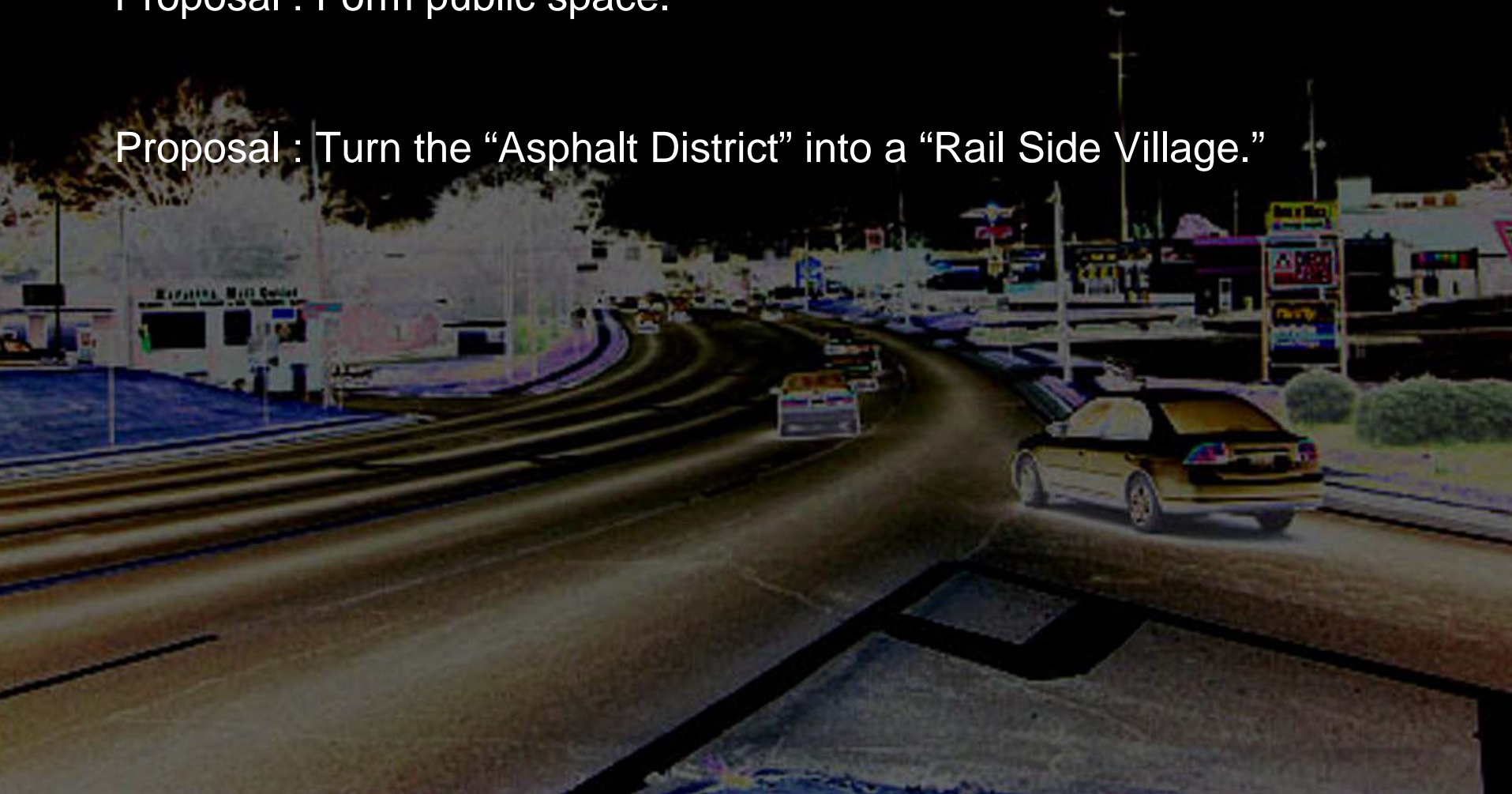
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Proposal : Form public space.

Proposal : Turn the “Asphalt District” into a “Rail Side Village.”



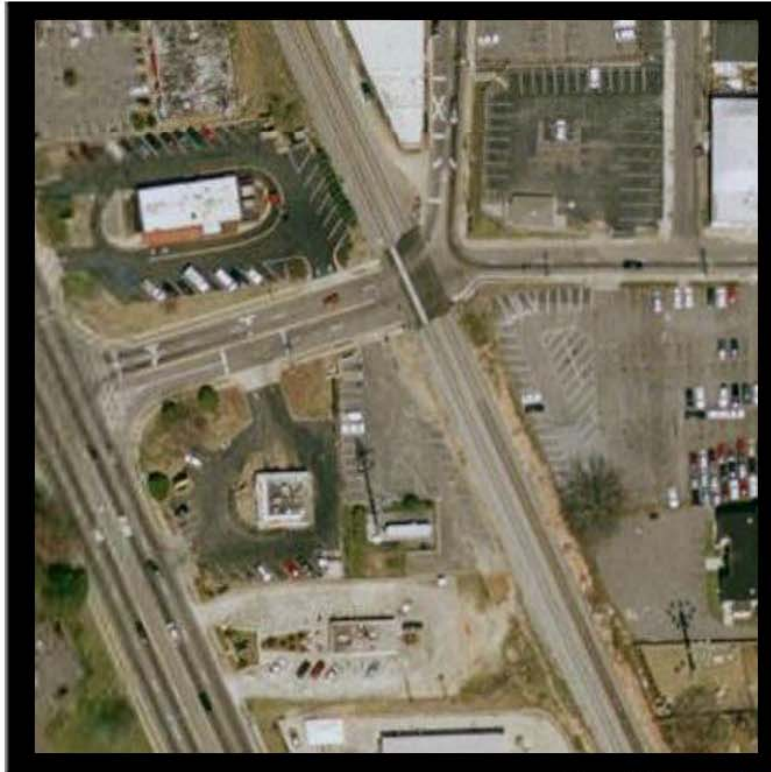
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INTERSECTION: 2

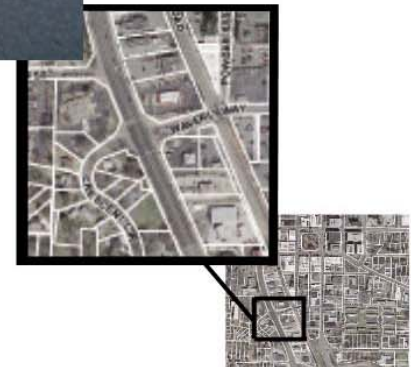
**north Marietta pkwy
Waverly ST**

1. Wendys

2. Church's



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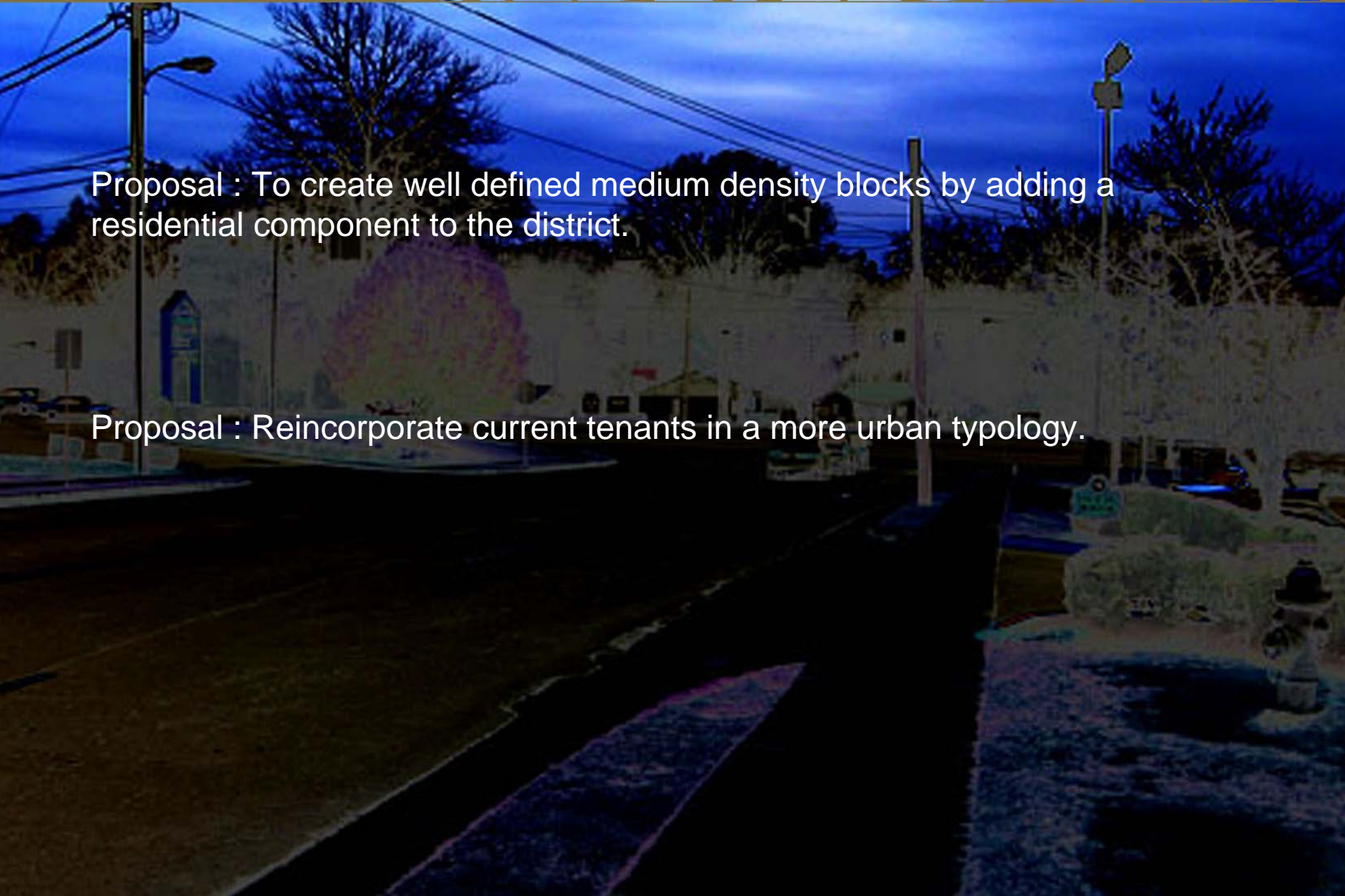
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Proposal : To create well defined medium density blocks by adding a residential component to the district.

Proposal : Reincorporate current tenants in a more urban typology.



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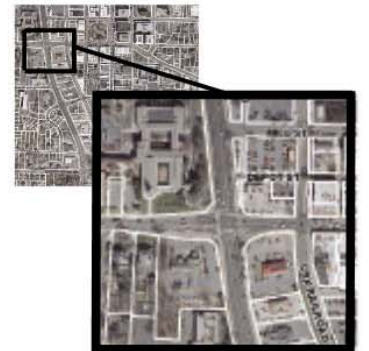
INTERSECTION: 3

**Whitlock/ Park Sq
North Marietta**

- 1. Walgreens**
- 2. Krystals**
- 3. Church**
- 4. Bank**
- 5. La Parilla**



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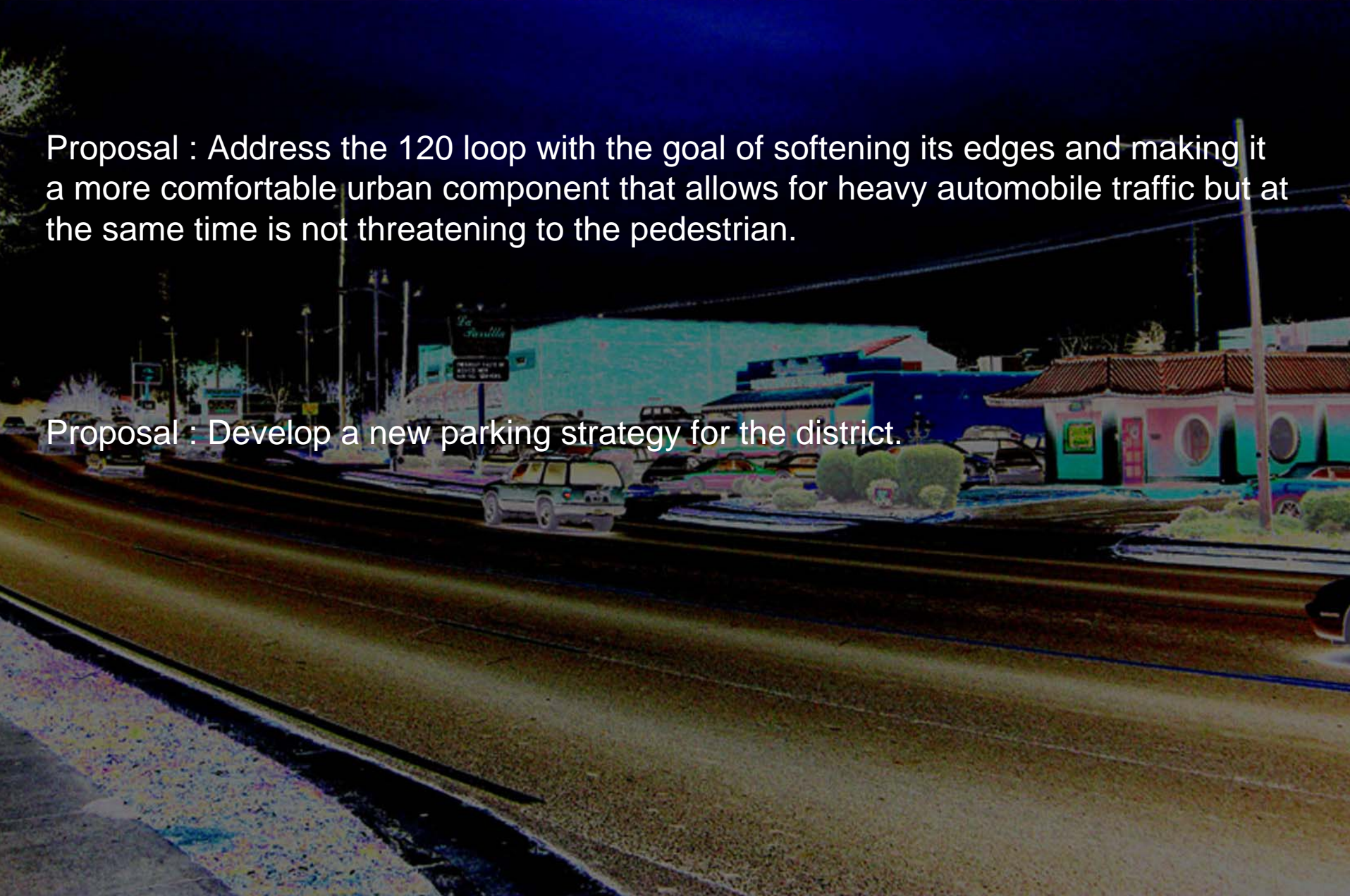
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Proposal : Address the 120 loop with the goal of softening its edges and making it a more comfortable urban component that allows for heavy automobile traffic but at the same time is not threatening to the pedestrian.

Proposal : Develop a new parking strategy for the district.





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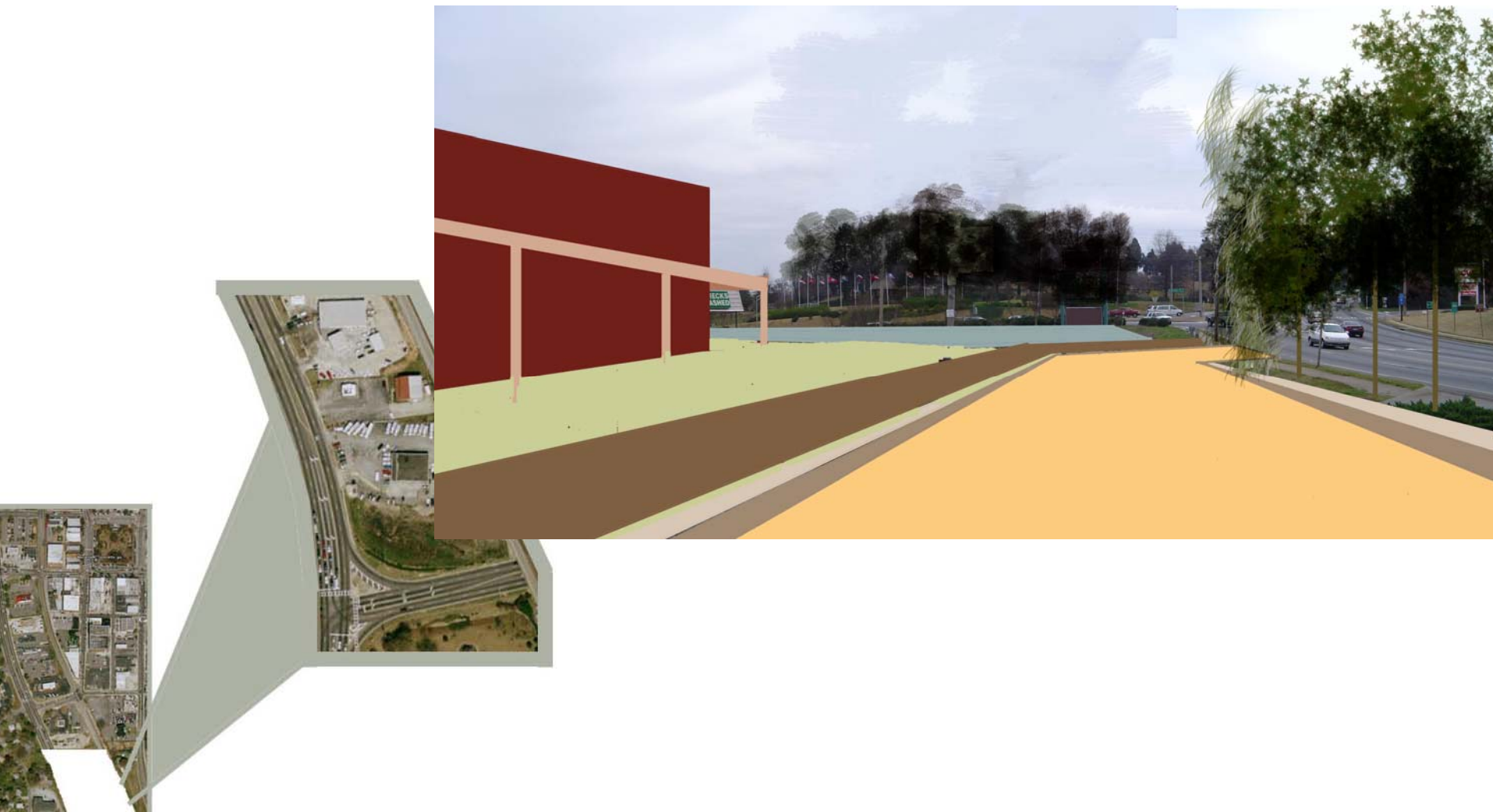
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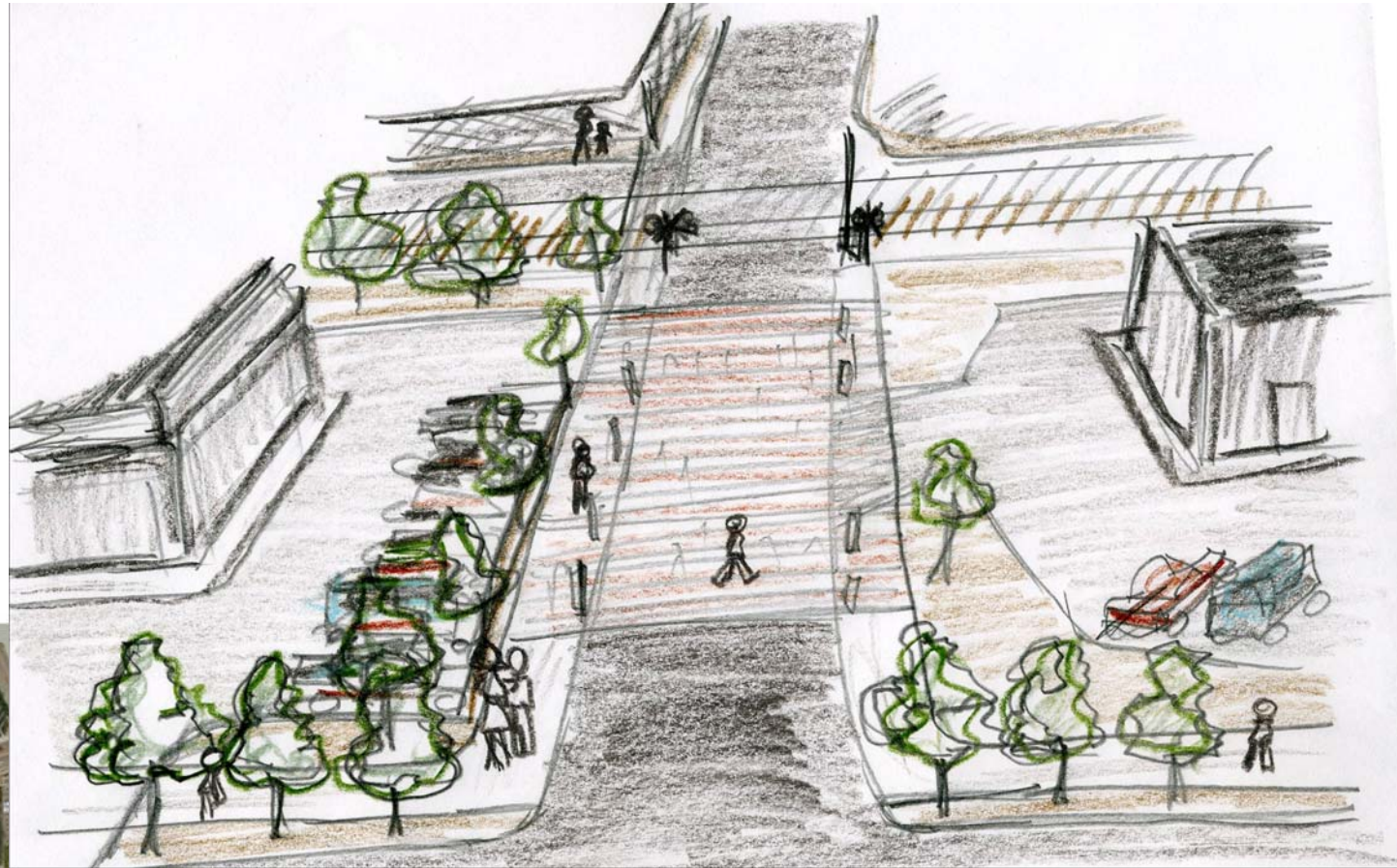
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